



# ALLIANCE FRANÇAISE CASE STUDY

2025

*Hosting a gathering at an Ex Fabula StorySlam*



## Objectives

Alliance Française (AF) organizations across the nation each host a 'Night of Ideas/Nuit des Idées' event each year. When the theme of "Common Ground" was announced, Alliance Française de Milwaukee reached out to Ex Fabula.

AF Milwaukee didn't have the budget or timeline for a private StorySlam, so we proposed that they host a gathering at one of our public StorySlams.

## Collaboration Roles

### Ex Fabula

- Created a registration page where AF Milwaukee attendees could reserve StorySlam tickets.
- Provided AF Milwaukee with text for their marketing collateral.
- Reserved group seating.
- Welcomed the group from the stage.

### AF Milwaukee

- Marketed the event to its members.
- Brought cheese trays for both AF attendees and the general public to enjoy.

## Outcomes

Collaborating allowed AF Milwaukee to host a memorable gathering that exposed their members to the art of storytelling and explored how personal stories can build Common Ground and foster empathy and understanding.

The AF team was delighted that the event attracted a few unexpected participants! It also allowed them to spread awareness of AF Milwaukee to the general public.

**"An absolute game-changer. The evening was well-organized and inspiring.**

**Huge thanks to Ex Fabula for such a valuable experience. We highly recommend Ex Fabula — if you're considering working with them, do it. You won't be disappointed!"**

**— Anne Leplae and Annika De Vogel**